PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization/International Support
PROJECT LEADER: W. R. Bell
PERIOD COVERED: November, 1989

I. **MARLBORO STANDARDIZATION**:

A. **Objective**: Analytical and subjective evaluations of production Marlboro KS/LS.

B. **Status**: Test results for POL tests 3622 through 3626 have been received. All analytical data has been completed and presented to Manufacturing Services. Marlboro Lights pickup 11-8-89 is currently being analytically and subjectively evaluated.

C. **Plans**: Continue subjective evaluation on Marlboro Lights cigarettes.

II. **DOMESTIC CIGARETTE DEVELOPMENT PANEL**:

A. **Objective**: To provide subjective direction for programs with R&D and manufacturing locations.

B. **Status**: Eight (8) panels were completed for the reporting period. Panel has been evaluating ART prototypes for the month of November.

C. **Plans**: Provide support as needed.

III. **INTERNATIONAL SUPPORT**:

A. **Objective**: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.

B. **Status**: Twenty-seven (27) panels completed during the reporting period.

PAN ASIAN MENTHOL - PROJECT CEDAR

A. **Objective**: Development of free-standing menthol model to compete with Salem Lights (Hong Kong).

B. **Status**: The second Cedar test vs. Salem Lights was overtipped and shipped.

C. **Plans**: Awaiting PMI test results (early December).

MERIT LIGHTS MENTHOL (JAPAN):

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Source: https://www.industrydocuments.ucsf.edu/docs/hnjm0000

A. **Objective**: Develop a Merit Lights Menthol for the Japanese market.

B. **Status**: The three test models and the Salem Lights (Japan) were overtipped, subjectively evaluated and released for shipment.

C. **Plans**: Awaiting Danchi test results.

CHESTERFIELD (JAPAN):

A. **Objective**: Develop a Chesterfield prototype for the Japanese market to compete with Lucky Strike.

B. **Status**: Promising results received from Danchi Panel testing. Flavor modification are in progress for additional Danchi and PMI testing in January, 1990.

C. **Plans**: Flavor modifications are currently under investigation.

DERBY MENTHOL (GUATEMALA):

A. **Objective**: Modification of Derby (Menthol) to compete with Casino (BAT) in the Guatemalan market.

B. **Status**: A revised "Casino-type" flavor was developed and shipped to Guatemala.

C. **Plans**: Subjective evaluations of the revised flavor will be conducted in Guatemala, as well as Richmond.

PROJECT BOLIVIA (EL SALVADOR):

A. **Objective**: Develop a cigarette to compete with "Delta" (BAT) brand in El Salvador.

B. **Status**: An aftercut flavor was developed to compete with BAT's Delta and was shipped to Guatemala for evaluation.

C. **Plans**: Evaluate prototypes when available, and make any necessary flavor revisions.

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Source: https://www.industrydocuments.ucsf.edu/docs/hnjm0000